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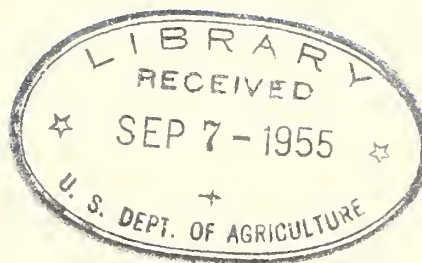
Report of

National Home Furnishings

Conference

April 26
Through
May 2
1953

Chicago, Ill. X



U. S. Department of Agriculture • Federal Extension Service

Foreword

The first national "in service" training conference for State home furnishing specialists was planned by a national committee. The program was developed by Dorothy Iwig, home furnishings specialist of Illinois, on loan to Federal Extension Service, and Mary Rokahr, Assistant to the Chief, Division of Home Economics Programs. Sincere appreciation is expressed to the industry for the cooperation that made this conference possible. Acknowledgment for financial assistance for speakers is made to Sears-Roebuck Foundation.

This conference was held by the Federal Extension Service of the United States Department of Agriculture. Fifty-eight extension specialists from 41 States and Alaska, and others responsible for home furnishings subject matter and teaching methods in their States, attended.

This conference was a step forward for this group. Representatives from both industry and education cooperated in making the conference possible. The exchange of ideas gave a clearer understanding of the problems pertinent to each group.

This report does not include complete papers, since they were sent to extension workers and other persons attending the conference and to other Extension Service specialists who were interested in particular topics. It does contain résumés of notes made by recorders at each session.

The majority of requests received before the conference were for subject matter material. It would have been desirable to spend more time on methods of presenting information, but a week did not permit sufficient time for the group to consider both phases thoroughly. Five committees of specialists prepared exhibits and reports dealing with methods in advance of the conference. Summaries of these reports are included.

Objectives of the conference were to:

- Provide further opportunity for specialists to become up-to-date on home-furnishings subject matter.

- Provide the specialists with an opportunity to become acquainted with current economic and social trends in home furnishings and to understand their application in Extension programs.

- Provide an opportunity for further acquaintance with market resources and research, as applied to home furnishings, and to develop channels for keeping this information current.

- Assist specialists, through an exchange of experience and materials, to further develop, execute, and evaluate their methods and techniques with special emphasis on the family approach.

It is hoped that other conferences will be held, both national and regional, as well as State conferences to be attended by county home demonstration agents.

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National Planning Committee

Mary Louise Collings, Division of Extension Research and Training,
Federal Extension Service, U. S. Department of Agriculture.

Mrs. Ruth Comstock, New York, representing the East and chairman
of home furnishings group for 1953.

Pauline E. Gordon, North Carolina, representing the South.

Rhea H. Gardner, Utah, representing the West.

Eunice Heywood, Division of Home Economics Programs, Federal
Extension Service, U. S. Department of Agriculture.

Gertrude Humphreys, West Virginia, representing State home
demonstration leaders and the Extension Committee on Organization
and Policy.

Dorothy J. Iwig, Illinois, representing the Central States.

Ruth A. Jamison, Virginia, chairman of home furnishings group for
1951-52.

Alice Linn, Division of Home Economics Programs, Federal Extension
Service, U. S. Department of Agriculture.

Mary Rokahr, chairman, formerly with the Federal Extension Service,
U. S. Department of Agriculture.

Report of National Home Furnishings Conference

Introductory Remarks

In the opening session of the National Home Furnishings Conference, Sunday evening, April 26, Mrs. Kathryn VanAken Burns, State home demonstration leader of Illinois, welcomed the group. She brought out the fact that very little research is being done in the United States in the home furnishings field--only about six studies have been made. We have a great deal to learn from industry.

Industry has been very cooperative, but we must have the vision to make proper use of the information it provides. Home furnishings specialists need to have a broad concept of the merchandising industry.

Miss Iwig gave a brief explanation of the conference program, and pointed out that the value gained from this conference will be in personal development and professional improvement; by hearing, seeing, and learning through the exchange of ideas with other specialists.

The Importance of a Good Home to People

D. B. Varner
Director of Extension Service
Michigan State College of Agriculture

Director Varner reviewed the history of the demonstration method of extension education with the story of the first demonstration farm in Texas. The demonstration idea, because of its phenomenal success in this country, is being introduced in many other countries.

Progress in agriculture can easily be measured by a dollars-and-cents yardstick. It is more difficult to measure progress in home economics and 4-H Club work.

Home furnishings specialists need to keep in mind that the longtime goal is better family living as well as better home furnishings.

The purpose of this conference will be lost if we look at furnishings in the abstract. It is only as we look at them in relation to people and as a part of family living that they are of importance.

Home furnishings should be treated as an overall problem in family living. In 1903, when Dr. Seaman A. Knapp laid out the first demonstration farm, he recognized the importance of good family living as well as a good farm and home.

Here in the midcentury we need to take a look at where we are going. Are we doing 1914 extension work with a 1953 clientele?

Homemakers' problems are much broader today. Citizenship, international problems, and the increasing difficulty of keeping the family together are problems confronting the homemaker today.

Do we have the imagination to present a program with our limited resources, that will reach the maximum number of people?

GENERAL

The Effect of Economic and Social Trends on Home Furnishings Programs

Mary Rokahr
formerly Assistant Chief,
Division of Home Economics Programs

Home furnishings programs have been affected by present-day social and economic trends. The big job is to decide what to teach and how to teach it.

Since 1850 there has been an increase in the number of households, population, and children, the largest increase being in children under 5 years of age. On the other extreme, folks are living longer. That means selection, maintenance, and safety of furnishings are factors to be considered throughout the marriage cycle.

Work outside the home is increasing and tends to lead to casual living.

Girls are marrying at an earlier age, bringing on the responsibilities of home and family. This age group should be a fertile field for extension teaching, as many must live on very limited budgets. They should make their own decisions, with guidance, rather than have their parents or others make decisions for them.

No doubt greater emphasis in teaching should be placed on husband, wife, and other family members working together. When folks try to understand each other, human relationship problems disappear.

Furniture Fallacies, or Who's Kidding Whom?

Paul Hootman
Supervisor of Furniture
Block & Kuhl Co.
Peoria, Ill.

Mr. Hootman has been supervisor of furniture for a number of years and is an excellent person to discuss this subject.

Fundamentally, people first must have food, shelter, and clothing. Then what is next? Home furnishings, a new house, a car and travel, education, sports, or just more of everything in which this fortunate Nation abounds?

People should think the problem of home furnishings through carefully--what their needs are, how much money they can afford to spend, and the type of furniture most suitable to the surroundings. Families with limited incomes

may select unfinished, used, or new inexpensive furniture. Before buying new or unfinished furniture, they should shop around, and preferably buy from reliable stores. They should carefully consider whether unfinished furniture is worth the time, effort, and cost of materials that will be needed to make it suitable for use.

New furniture that they can afford, but which may not be what they want, can be purchased on credit. Low-income families should carefully consider the value of brand-name furniture as well as all other furniture. Furniture purchased from stores during sales, when liberal trade-in allowances and big discounts are given, should be thoroughly investigated to determine whether full value will be received.

Used furniture may be the best buy for low-income families, as good buys can be had, especially from original users.

Advertising programs influence the purchaser's selection of furniture.

The Relation of the House and Its Furnishings to the Mental, Physical, and Emotional Development of the Family

Symposium

B. H. Junker, anthropologist and sociologist
Mr. and Mrs. Jack Crawford, farmer and homemaker
Paul MacAlister, interior designer
Alma Heiner, interior decorator

The social scientist looks at "taste" differently from the artist, the philosopher, and the psychophysicist. He is interested in why certain choices and arrangements of furnishings have been made in a given room. The room includes walls, surrounding space, and the furnishings.

Some folks are much more sensitive to shapes and colors than others. If a person is pleased with what he sees, then the room is in accord with his personality.

In nearly every community there is at least one taste level, and sometimes more. People usually want to maintain certain traditions which to them are socially acceptable. Others may not accept the same standards if their environment and training are different.

Mr. and Mrs. Crawford gave some helpful pointers based on experience. Family life is richer when problems of the family are understood and appreciated. Sharing of materials, equipment, and ideas was exemplified in the planning and furnishing of their remodeled farmhouse. The location of rooms and equipment was arranged to save time and energy and enable the worker to enjoy doing the necessary tasks. This structure was planned so that the family could grow physically, mentally, and emotionally.

The purpose of the home is to protect and develop the family. If and when a family decide to build a new home, their desires should be presented to a reliable architect, even though the owner intends to do some of the construction work himself. The amount of space, including storage units, needed by family members to carry on their activities, should be carefully planned. Other points to consider are heating, ventilating, and lighting systems, and kind of finishes for walls, floors, and ceilings.

The furnishings should be planned and arranged at the same time as the house, express the idea of the occupants, and be functional. Each family, as they plan, should know why they select certain furnishings and why they want them in given spots.

In the choice of fabrics, a great deal of interest may be obtained from pleasing combinations, interesting texture and color, distinct or indistinct patterns as the case may be. It is desirable that all pieces of furniture be in scale with the structure. If furnishings are satisfying they contribute to the well-being of the family members.

A Parent and Family Life Education Specialist takes a Look Ahead

Viola Hunt
State Extension Service
University of Wisconsin

Whatever we teach affects family life. Our aim must be to strengthen the family and protect the individual ego. Home furnishing needs and problems vary with the stages of the family cycle. Values become different. To the young couple at the time of purchase, color and style are important. Later, wearing and upkeep become important.

Every family has home furnishing problems that concern individual contentment and family relations. They bring these to home demonstration meeting with them, and when they leave, your teaching, as it relates to their problems, is carried back to simplify or add to them.

It is damaging to the ego of the people you are addressing to say, "If you don't have much money to spend." It is better to say "You may wish to use your money for something else." This is significant, since 65 percent of our population is in the middle-income group. Fifteen percent are in the upper, and 20 percent in the lower groups.

How can we raise standards, preserve the individual's feeling of importance, and avoid conflicts? We have to be watchful and teach relatively. People resist change when it threatens their present situation. They are apt to say one thing but do another.

Be aware of human values as well as material.

How Mass Media Can Help Families Make Choices in Home Furnishings Symposium

Moderator--Jessie E. Heathman, Illinois Extension Service
Newspapers--Thomas Collins, Chicago Daily News
Magazines--Betty Flisk, Better Homes and Gardens and
Rachel Martens, Farm Journal
Radio--Gene Seehafer, Columbia Broadcasting System
Television--Joseph Sperry, National Broadcasting Co.

Home furnishings specialists should use the various mass media to get across pertinent information that should be of interest to the public.

In order to get excellent cooperation, contacts should be made with persons concerned with specific types of subject matter. Be sure that the material submitted tells a story, is brief and factual, and has a special slant that will interest the reader or listener. Include pictures that tell a definite story.

Radio and television programs should be timely short, and to the point. If a program is presented at regular intervals it might be advisable to present material in a different style each time. Each script should be checked to see that the story is in simple language and is well told.

The voice is a very important factor in both radio and television. Television adds two additional problems, that of visual aids and the clever use of these aids by a person familiar with the subject. Simplicity in dress and accessories is very important.

Comparative Shopping
Berneice Dollnig
Sears, Roebuck & Co.,
Chicago, Ill.

(Greetings extended by Edward J. Condon, vice president in charge of public relations, Sears, Roebuck & Co. Summary is a compilation of papers presented by members of furniture department.)

W. G. Connell
Ross V. Martin
W. F. Dugan
Lloyd W. Harrington
Merlyn Thacher
Frank Vanek

One should ask oneself these questions:

1. Can I obtain some pieces of furniture at a competitor's for less money?
2. Has wood been dry-kilned?
3. Has hard or soft wood been used?
4. Has actual wood, for instance maple or mahogany, been used, or has a stain been applied on a different wood?
5. Have dowels, nails, or glue been used at joints?
6. Have casters been used so that furniture will be easy to move?
7. If surface is veneered how many ply or layers have been used?
8. If piece is upholstered with spring construction, how many times have springs been tied?

The difference in cost of a product is due to:--(1) Kind of wood; (2) number of layers of veneer; (3) finish of wood, amount of sanding and rubbing; (4) number and size of drawers; (5) size and height of piece; (6) size and quality of mirror; and (7) use of dustproof panels.

TEXTILES

Decorative Fabrics and New Finishes
and What Can Be Expected of Them
Jules Labarthe, Jr.
Mellon Institute
Pittsburgh, Pa.

In the field of decorative fabrics producers have issued a great deal of information on synthesized textile filaments. However there is a very little information on fabrics that have been woven from one filament or a combination of filaments. An added problem arises when fabrics have been given special finishes.

When a consumer selects a fabric she should have in mind what she wants the fabric to do. She should consider whether she wants one that she can launder or one that must be commercially dry-cleaned. She needs to ask the following questions: Will the fabric she selects have the proper weight to hold its shape? Will it be affected by moisture, insects, or mildew? Does it have static qualities? Will it soften when subjected to heat rays or heat from lighted matches or cigarette ashes? What problems will arise if she chooses to dye the product? The static quality can often be reduced by using one of the antistatic rinses or a few drops of vinegar in the rinse water.

Experiments now in the test-tube stage will become products of tomorrow.

Foibles of Decorative Fashions and Fabrics
Dorothy Seigert Lyle
National Institute of Dry Cleaning
Washington, D. C.

Some of the problems that are encountered with commercial and home dry cleaners in working with decorative household items are due to (1) type of fibers, (2) type of finishes (surface and back), (3) amount of soil (may be oversoiled), or (4) consumer's failure to choose the correct type of fabric for the purpose. Has she allowed for shrinkage if material has not been preshrunk? There is also the problem of whether the color resists the effect of light.

Much of the difficulty could be avoided if the manufacturer would give adequate information on the label as to what fibers the product is made of and how it should be maintained.

Drapery and Upholstery Fabrics
Robert Flude
F. Schumacher & Co.,
Chicago, Ill.

The principles of weaving are the same as they always were, but the products today are different. The present-day product has to take a different use and abuse. For instance, television is responsible for increased use of home owners' living-room furnishings and has brought to textile manufacturers a definite problem of wear and soil. There is no fabric made today that will withstand everything; for example, some fabrics are affected by snow and sunglare.

Many fabrics are abused the way they are washed or dry-cleaned. Often the hooks are left on a drapery when it is put into the washing machine.

A wide variety of fabrics in different price ranges have been displayed and discussed. There were both American and European fabrics. European fabrics are often difficult to obtain, owing to cost, limited supply, and uncertain time of delivery.

Many of the fabrics look alike in that they have the same weave, but their fibers are different. For example, they may be made from spun glass, nylon, or orlon. These fabrics present many problems to the dry cleaners.

FURNITURE

Merchandising Practices and Educational Programs

Roscoe R. Rau

National Retail Furniture Association

Chicago, Ill.

and

Esther Cooley

State Extension Service

Louisiana State University

One of Mr. Rau's jobs as executive vice president and secretary of the National Retail Furniture Association is to improve standards of merchandising.

Because the younger generation offers a potential market, educational material appealing to that age group has been prepared and distributed.

Findings of a recent furniture survey indicated that folks were interested in durability, comfort, and price. Style rated first only with 1 out of 8 persons.

Another figure of interest to specialists was that 50 to 60 percent of furniture is purchased on the installment plan. Good maintenance is a necessity if furniture is to give service over a long period of time.

Specialists could help to reduce dissatisfaction through educational channels. Research should provide a source of findings on various textiles.

According to experts in the field of furnishings, there has been more technological development in the last 10 years than in the previous 100 years. This is due to new types of machinery that can be used in smaller plants, new bindings for the glues, and use of manmade fibers.

The local merchant and his problem should be understood by consumers; he must select furniture which he feels will sell in his community, store it, get credit for carrying on his business, and be responsible for almost all of the advertising. Merchandise often varies in price because the local merchant develops his own service policy.

Consumer education could pertain to the whole field of home economics, for it deals with the selection and payment of goods.

Esther Cooley gave some helpful suggestions regarding home furnishings clinics held in retail stores based on her experiences. Project specialists and county agents teach buying principles, in a market that may be confusing to the homemaker, through this type of coordinated program. It is one method of showing good merchandise that folks can afford; and store owners, managers, consumers, and extension staff work together.

In order to have a successful clinic those in charge of it must work in advance so that all concerned will have an understanding of what is involved. Rooms are set up and discussed, including pieces of furniture and the reason for the arrangement of furnishings. Leaflets pertaining to the subject are distributed.

From reports, the clinics in Louisiana have helped to improve the quality of merchandise, for both the dealer and the consumer.

It should be remembered not to schedule too much for a day's program. The physical conditions should also be agreeable.

Finishes for Furniture
L. S. Oyster and H. S. Stratemeyer
E. I. du Pont de Nemours Co.
Chicago, Ill.

Families in the Chicago area have been following the practice of finishing their own furniture, mainly because of high labor costs.

There are three fields of furniture refinishing: (1) built-in, (2) unfinished, and (3) old pieces for which there is a sentimental attachment.

A filler may not be necessary on modern units of furniture, but it would be desirable on antiques. Some sample boards exhibited had been stained and others were unstained; some had a penetrating wood finish and varnish, and some had regular or dull varnish. Another exhibit showed the use of glossy and semigloss paints.

It was suggested that when amateurs use lacquers, they spray it on rather than apply it with a brush. The upkeep of such sprays, however, presents a number of problems to the homemaker.

The movie The Fine Art of Furniture Finishing was excellent. This film is available to groups and can be obtained from the home office of E. I. du Pont de Nemours Co., Wilmington, Del.

In closing, Mr. Oyster emphasized the point that the finished coat is only as good as the foundation.

The Place of the Style Coordinator
in the Furnishing Industry
Adele Whitfield
Kroehler Manufacturing Co.
Naperville, Ill.

The place of the style coordinator in the furniture industry is an important one. She works with the designers, assists with the selection of fabrics, and suggests fabrics that should be used on certain pieces of furniture.

Miss Whitfield became a stylist after years of experience as an errand girl shopper at importers', and as a decorator, which gave her an opportunity to develop good taste.

She stated that all Kroehler and Valentine Seaver lines will go through the same production line in the future. This will reduce the cost to the consumer.

Upholstered Furniture
Herbert Adams
International Furniture Co.
Chicago, Ill.

In purchasing furniture it is very important that one buy from a reliable dealer who will stand behind his merchandise.

The frame should be of seasoned wood or kiln dried. It is put together by means of dowels, nails, or glue. If the piece of furniture has spring construction, determine whether the springs have been tempered. If jute webbing has been used, how have the springs been attached to the webbing? Have the springs been tied down 4 or 8 times? What type of stuffing has been used? The less expensive pieces will have stuffing that often packs.

Fabrics are a matter of choice of fiber, color, texture, and pattern.

FLOOR AND WALL COVERINGS

Smooth-Surface Floor and Wall Coverings
R. K. Austin
Congoleum-Nairn, Inc.
Kearney, N. J.

In the last 10 years the numbers of factories manufacturing smooth-surface or hard-type floor coverings have increased. Ten years ago there were from 15 to 20 companies making 5 basic types. Today there are about 80 factories manufacturing 9 basic types. These types are in several forms of sheet, tile, or room-size rugs.

Enamel surface, with felt base, and vinyl printed floor coverings may be dry laid. Those that are adhesively applied are linoleum, vinyl, rubber tile, vinyl asbestos, asphalt, and cork.

In selecting a covering, one should consider the weight of the furniture, the kind of traffic, whether the covering will be subjected to alkalies, kitchen acids, and oils, and if it is to be laid on or below ground level.

Be sure quotations by dealers are on the basis of square feet rather than on tile units. Correct installation and maintenance information should be obtained from the salesman. In the smooth-surface wall coverings there are enamel surface materials manufactured by many companies; linoleum, rubber, vinyl, plastic, metal, thinclay products, and tile boards. Wall coverings can be installed over plaster, or gypsum wallboard.

Soft Floor Covering
Walter Guinan
Karastan Rug Mills
New York, N. Y.

Over the years there have been many important changes in floor coverings as to fibers, weaves, and finishing processes. Fibers one will see in the market today are of wool, blends, carpet rayon, nylon, and cottons. The terms in weaves--wilton, axminster, and others--are little understood by the public. Few realize that the term broadloom refers to the width--a floor covering with no seams. A recent survey of 50,000 persons showed that people, when buying a soft type of floor covering, select on the following basis: 56 percent for color, 20 percent for pattern, 11 percent for price, 7 percent for weave or texture, and 6 percent for miscellaneous reasons.

The luncheon given by the National Carpet Institute was another courtesy. It differed from others held during the conference because a number of magazine representatives were invited.

WALL AND FLOOR FINISHES

It is encouraging to know that wall and floor finishes have been improved since the Second World War. Usually paints do not wear out; people just tire of them.

Paint as a Decorative Finish for Walls
Theodore Kisten
Jewel Paint Co.
Chicago, Ill.

In order to have a good paint job, walls must be smooth, dry, and sealed.

The type of paint to use will be determined by the use of the room; the base coat, and color if previously painted; conditions of walls, and the skill of the operator.

Flat paints are dull and add to the decorative appearance of a room. Today they are easier to wash, since they have been fortified. If a wall is to be washed often, it would be wiser to use a gloss or semigloss type paint. The latter might be an eggshell finish.

If casein paint has been applied it would be better to use a wallpaper cleaner than to wash it. One of the newer latex paints is easy to apply and spots can be touched up. If this paint is to be used over wood there should be an undercoat of oil paint. It must be applied to a dull surface and should not be used over surfaces that get hot, such as radiators.

CAUTION: Do not use oil putty or plaster pencil to patch before painting. Watch the market for the new alkyd paints.

Paper as a Decorative Finish for Walls
 Mildred Nelson
 Imperial Paper and Color Corporation
 Glens Falls, N. Y.

Customers are very style-conscious about wallpaper. This type of wall covering should be in keeping with the architecture of the house and furnishings, whether informal or formal in nature.

There should be a feeling of coordination within a house, a harmony in color, texture, and pattern.

In some of the trends today--modern is growing in importance--there is the indoor, outdoor casualness. The Eastern influence is being felt with a modern adaptation of the Japanese. Color schemes are simple and often monochromatic, with light color for backgrounds.

For durability over a period of years, plasticized papers are the answer.

Floor Finishes
 Edward Moxness
 Patterson Sargent Co.
 Chicago, Ill.

New floors must be smooth and clean and the dust removed with a vacuum sweeper attachment or a commercial floor cleaner. Remove the finish on old floors and treat as new floors to get the best results.

A filler may be needed depending on the condition of the floor and the type of new finish to be applied. The directions given by the manufacturer should be followed. If the floor is of open-grained wood, it is advisable to use a paste filler which has been thinned, and apply it with a brush or cloth. All filler must be removed from the surface before the finish is applied. A shellac wash may be used instead of a filler. A stain is used merely to add color, not to increase wear.

The main types of floor finishes are varnish, shellac, and sealer, and their qualities and instructions are given as follows:

Varnish--A good hard finish that is not brittle. Each coat should be sanded and dusted before a new coat is applied.

Shellac--A brittle finish. Dissolve a 2-pound cut or 2 pounds of shellac in 1 gallon of denatured alcohol, and use for first and second coats. The third coat should be applied as it comes from the can.

Penetrating floor seal--A resin type of finish that serves as a filler. It does not water-spot easily, prevents slipping, and worn spots can be resealed without showing the patch.

REPORTS OF HOME FURNISHING COMMITTEES

4-H Home Improvement
Alice McKinney, Chairman
State Extension Service
University of California

Among the suggestions made by this committee were: Quick completion of projects; simplification of programs; cooperation in publication of bulletins; use of more visual aids and result demonstrations; development of new methods that appeal to teen-agers; use of camps to promote crafts to further home improvement; provision of better kits for loan and judging; use of model rooms to teach arrangement, color, window treatment and selection; and choice and placement of accessories; and use of county people trained in wallpapering, painting, and refinishing furniture. Alice McKinney, chairman, summarized the committee report as follows: "Speaking only for myself now, I wonder if this project isn't somewhat like the Cinderella of our old fairytale days. It has been sitting by the fire in old clothes long enough. The project has enormous possibilities if the magic wand of a little time and a lot of imagination is applied."

How to Teach Design
Ruth A. Jamison, Chairman
State Extension Service
Virginia Polytechnic Institute

A good design, this committee said, must be in scale, usable, straightforward, and well integrated, and must create a definite mood. Illustrations of how to teach design included visits to museums, pictures, games, comparative choices, flannelgraphs, and evaluation tests.

Ways to improve methods:

1. Use design in every program.
2. Provide more specific aids.
3. Create opportunities for 4-H leaders and others to see good design.
4. Organize special-interest groups under well-qualified leadership for creating and applying design.
5. Urge all specialists in the State to coordinate the teaching of design to show that the same principles apply to everything we make, select, combine, and use.
6. Assist 4-H Club members and others to discover and enjoy design in their own surroundings.
7. Campaign for an appreciation of good design through newspaper and magazine articles, television, radio, and circular letters.
8. Appoint a national committee to develop additional evaluation tests if this group thinks the ideas are valid. Have them pretested by a group trained and a group untrained in design. Make such tests available to all States.

Planning and Using Result Demonstrations
 Alice Peavy, Chairman
 State Extension Service
 Alabama Polytechnic Institute

The result demonstration is one of the foundation stones of extension teaching, and we should not underestimate its value. It speaks for itself and influences people to change. Result demonstrations must be carefully planned with extension agents, neighbors, the demonstration family, and family members. Plans may be made for long- or short-time, or single- or multiple-practice demonstrations. Home visits, clearcut assignment of responsibilities, records, planning kits, and circular letters are a few methods that the committee described.

The demonstration should be used in tours, meetings, radio, television, information, and advice to neighbors; and through press, pictures, and stories.

The committee had on display a home furnishing result demonstration handbook. They challenged the specialists by asking the question, "Don't you think we are kidding ourselves when we underestimate the teaching power of the result demonstration?"

Visual and Teaching Aids
 Pauline E. Gordon, Chairman
 State Extension Service
 University of North Carolina

A teaching aid is just a means of getting the job done. Bulletins, books, and visual aids were on exhibit, and bibliographies were prepared by this committee, giving specialists current information. How to use spotlights, how to prepare and use flannelgraphs, and the effect of fluorescent lights on fabrics were demonstrated.

The committee recommended:

1. Exchange of photographs and color pictures.
2. Cooperative writing of bulletins.
3. Greater exchange and use of bulletins between States.
4. That each specialist take responsibility for mailing a copy of any new publication to every other specialist.

How To Better Integrate Home Furnishings
 Into Extension Programs
 Rhea H. Gardner, Chairman
 State Extension Service
 University of North Carolina

Integration of home furnishings is necessary because:

1. Furnishing homes involves more than the purchase of beautiful things to go into them. It involves family living and the needs and interests of every family member.

2. Interior design begins when the house is considered as a pattern of spaces to accommodate various activities, not as a series of rooms. The basic considerations are the interrelation of each part of the whole for the purpose of enriching family life.
3. In a perfectly integrated interior design, spaces fit and flow into spaces and functions into functions. Thus should the knowledge and skill of specialists in one field fit and flow into those of related ones to the end that homes are continually perfected as centers of family living.

The relationships and contributions other extension programs play in developing satisfying homes included those in home management, food preparation, textiles, family life, art, home safety, architecture, landscaping, recreation, electrical engineering, forestry and wood products, economics, and publicity.

Balanced farming or farm and home-planning-result demonstration techniques, as well as 4-H Club home improvement programing, were cited as successful integrating methods. Cooperation with college teaching and research staffs, chambers of commerce, retail stores, and radio and television programs, were other educational methods that experience proved had been highly successful in securing results and integrating methods.

TOURS

Art Institute of Chicago

A 2-hour tour was planned in the Art Institute of Chicago as a result of requests from specialists. Since time was limited, two very good guides from the educational department of the institute made our trip profitable.

They took us to the gallery dealing with furniture. Here we viewed the early pieces, then went on to furniture that was elaborate in design and setting. Both were usable, but as time passes, designs, woods, and covers change to meet the wishes of a demanding public.

The tour ended at the exhibit of the Thorne Room which is done in miniature. This exhibit was beautiful in design and detail. When one looks at the past and then at the present one realizes adaptations have been made to satisfy present-day living.

Merchandise Mart

At luncheon Robert Johnson, sales promotion manager, extended greetings to the group. He explained the functions of the building, stating that this mart was the largest commercial building in the world and that most of the space was devoted to home furnishings.

He said that periodic home furnishings markets were used by buyers, usually in January and June. However, buyers on appointment may purchase merchandise any time during the year.

He stated that the good design exhibit was a cooperative project with the Museum of Modern Art, New York. The furnishings exhibited have been selected by a committee of three--a businessman interested in art or design; a designer, craftsman, or teacher; and the director of the good design exhibit. Each of the articles has been selected on the basis of eye appeal, function, construction, and price.

Furniture Mart

Lawrence Whiting, president of the American Furniture Mart, Chicago, Ill., extended greetings to the group. He stated that furniture is a large industry, the products being supplied mainly from New York, North Carolina, California, and Michigan, with Chicago ranking first in the marketing of furniture.

The building was planned for an agriculture mart, later bought by Marshall Field and converted into the American Furniture Mart.

During market time, which is usually June and January, at least 25,000 buyers attend the display of exhibits.

The specialists did appreciate the delightful luncheon, a courtesy of the American Furniture Mart.

The visits to the spaces in both the Merchandise and Furniture Marts made it possible for the group to see the size of exhibit spaces and furniture they had read about but had not seen. It also gave them an opportunity to get a cross section of what is offered buyers but is perhaps not available in their locality, and to see beautiful designs, finishes, fabrics, and arrangements.

EXHIBITS

The five committees of State home furnishing specialists that assembled committee reports also prepared exhibits that were on display during the conference week. Descriptions of these follow:

4-H Room Improvement

The 4-H Club room improvement exhibit included illustrative material used by members of the committee in their respective States. Scrapbooks from Pennsylvania gave ideas for the four areas: Reading and study, sewing, dressing, and storage. Pennsylvania also exhibited four 3-way folders showing color schemes, room arrangement, and possible changes a 4-H Club member could plan and carry out. Arkansas displayed a set of slides in color. Mississippi showed color plan charts for a room.

California had a carefully scaled model room for 4-H Club members. This is used to give different ideas on room arrangement; color, wall, floor, and window treatment; plus choice and arrangement of accessories. It also illustrates details of construction of the various articles for a room.

All States represented on the committee sent 4-H Club room-improvement outlines, judging suggestions, and record books.

Planning and Use of Result Demonstrations

The exhibit carried a large poster showing the home demonstration agent talking with a club member who had grand ideas of transforming her living room with no effort and no plans for financing the operation.

The next picture showed the home agent patiently showing the home owner how she could accomplish her aim by careful planning and doing some of the work herself.

In the third picture both husband and wife were working together to hang curtains and refinish furniture. In the final picture the demonstrator tells the world about her project over the local radio.

On a table in front of the poster was a kit of supplies which an agent might use in setting up a result demonstration. This kit contained swatches of material, samples of floor covering, paint samples, and pictures of color schemes. Also in the exhibit was a handbook on result demonstration made up of printed and mimeographed material from all members of the committee. These materials were concerned with how to start, conduct, and use result demonstrations.

How To Teach Design

The exhibit on how to teach design was organized to define principles of good design by means of illustrations. The exhibit demonstrated these points by good and bad examples, leaving to viewers an opportunity to evaluate their own knowledge. The exhibit demonstrated also how good design could be taught through method demonstrations, discussion groups, result demonstrations, at museums, and at meetings held in stores.

Visual and Teaching Aids

Publications were collected from the States. These were classified according to subjects and placed on exhibit. A list of all publications was compiled for distribution to specialists. Teaching aids, such as slides, flannelgraphs, charts, and models used by State specialists were also on exhibit.

How To Better Integrate Home Furnishings Into Extension Programs

This exhibit showed how and why home furnishings can be integrated into almost every other home economics and agricultural program. A typical 5-room house built and furnished to the scale of $\frac{1}{2}$ inch to 1 foot, rested on a slanting base of 24 inches square. A color plan was developed that harmonized backgrounds with foreground features and each room with the one adjoining it.

The house was attached with heavy bolts and thumbnut screws to a plywood background that measured 4 feet square and was painted a neutral gray. Down each side and across the bottom were 16 pieces of building board 8 by 4 inches, painted in colors as they appear in the color wheel. On them were printed statements regarding the way in which each of 14 subject-matter fields could and should be integrated with home furnishings. Some examples are: "Home management--is simplified by wise selection of home furnishings," and "Family life--is enriched through cooperative family enterprises." From this board a ribbon of the same color went to a room in the house where parents and children were planning together for the decoration of the room. A complete list of subject-matter fields wherein cooperation with home furnishings would serve to strengthen both programs appeared in the committee's report.

Summary and Next Steps

Doris L. Conklin, Pennsylvania State Extension Service
 Vivian L. Curnutt, Kentucky State Extension Service
 Kathryn McNey, Colorado State Extension Service
 Dorcas J. Schoppe, Ohio State Extension Service

Using a skit to carry across their ideas, the four home furnishings specialists responsible for summarizing the results of the conference said that its objectives had been fulfilled

- that they were leaving with confidence, having received the latest information on home furnishings trends, fabrics, furniture, floor coverings, and wall and floor finishes.
- that they had learned it requires 2 years of influence to show up in retail trends.
- that 70 percent of families do some of their own work in improving their homes.
- that they had received a wealth of inspiration and knowledge from their association with industry.
- that they had learned much from each other.

In their future work they are looking forward to more and better cooperation with industry but they realize it is their responsibility to keep these channels open.

They plan to key home furnishings programs to the development of satisfying home life, and to families' problems of today, using 1953 instead of 1914 extension methods. They will aid in developing research programs, based on a two-way flow between research and extension, and throughout the coming years will follow the objectives so well worded by Alma Heiner, "To make the appearance of the home worthy of its high purpose. To provide a place for the promotion of the spiritual, intellectual, and physical growth of the family."

Front Lobby, Chicago Art Institute

Tour to see furniture and lusterware exhibits.
Tour ended in Thorne Room where there were
displays of miniature furnished rooms.

Foyer, Knickerbocker Hotel

6:00 Get-Together Dinner

Oceanic Room, 14th Floor, Knickerbocker Hotel

Conference plans.....Dorothy J. Iwig

The Importance of a Good Home
to People.....D. B. Varner

Monday, April 27

Morning Session
Town Room, 14th Floor
Knickerbocker Hotel

9:00 - 12:00 Presiding: Ruth A. Jamsion

Recorders: Vanis Deeter
 Ellen Teller

9:00 The Effect of Economic and Social
 Trends on Home Furnishing Programs.....Mary Rokahr

10:00 Intermission

10:30 - 12:00 Furniture Fallacies, or Who's
 Kidding Whom?.....Paul Hootman

Afternoon Session
Town Room, 14th Floor
Knickerbocker Hotel

1:30 - 4:30 Presiding: Mrs. Ruth B. Comstock

Recorders: Mrs. Pauline E. Lush
 Bonnie D. Sansom

1:30 The Relation of the House and Its Furnishings
 to the Mental, Physical, and Emotional Develop-
 ment of the Family.

Symposium: Mr. and Mrs. Jack Crawford
 Paul MacAlister
 B. H. Junker
 Alma Heiner

3:00 Intermission

3:15 Discussion: B. H. Junker

Tuesday, April 28

Morning Session
Town Room, 14th Floor
Knickerbocker Hotel

9:00 - 11:45 Presiding: Anne P. Biebricher

Recorders: Vivian L. Curnutt
Isabel McGibney

9:00 Decorative Fabrics and New Finishes
and What Can Be Expected of
Them.....Dr. Jules Labarthe, Jr.

10:15 Intermission

10:30 Foibles of Decorative Fashions
and Fabrics.....Dr. Dorothy Seigert Lyle

11:45 Adjournment

12:00 Leave Hotel by taxi for Merchandise Mart

12:15 Luncheon

Presiding: Dorothy J. Iwig

Merchants' and Manufacturers' Club
Merchandise Mart

Afternoon Session

1:15 - 4:30 Recorders: Madonna Fitzgerald
Gladys Wasmuth

1:15 Drapery and Upholstery Fabrics.....Robert Flude

2:45 Intermession

3:00 Tour to Exhibits - Merchandise Mart

Herman Miller
Ficks Reed
Dunbar
S. J. Campbell & Co.
Kittenger
Simmons
House and Garden
Good Design

4:30 Tea at Simmons

Wednesday, April 29

Morning Session
Library
Furniture Mart

9:00 - 12:00 Presiding: Mrs. Bonnie J. Carter

Recorders: Ruth Pearce
Willie Vie Dowdy

9:00 Merchandising Practices
and Educational Programs.....Roscoe R. Rau

9:30 Esther Cooley

10:00 Intermession

10:15 Finishes for Furniture.....L. S. Oyster and
H. S. Stratemeyer

Kroehler Space

11:15 The Place of the Style Coordinator
in the Furnishings Industry.....Adele Whitfield

12:15 Luncheon
Presiding: Jessie E. Marion
Furniture Mart
(Courtesy of American Furniture Mart)

Afternoon Session
Library
Furniture Mart

1:45 - 5:30 Recorders: Mrs. Dorothy Hanny
 Paige Seeley

1:45 Upholstered Furniture.....Herbert Adams

Tour of exhibits

Heywood Wakefield
Crawford Furniture Manufacturing Corp.
The Mengel Co.
Daystrom
Consider Willett

5:00 Home Furnishings Movies.....Anne Campbell

Thursday, April 30

Morning Session
Merchandise Mart

9:00 - 12:00	Presiding:	Pauline E. Gordon
	Recorders:	Florence Mason Catherine Eichelberger

Congoleum-Nairn Showroom

9:00 Smooth-Surface Floor and
Wall Covering.....R. K. Austin

10:15 Intermission

Karastan Space

10:30 Soft Floor Coverings.....Walter Guinan

12:00 Luncheon - Merchants' and Manufacturers' Club
(Courtesy of Carpet Institute, Inc.)

Afternoon Session
Town Room, 14th Floor
Knickerbocker Hotel

2:00 - 4:30 Presiding: Mrs. June C. Brown

Recorders: Charlotte Kirchner
Ann F. Beggs

2:00 How Mass Media Can Help Families Make Choices in Home Furnishings

Moderator: Jessie E. Heathman

Newspapers.....Thomas Collins

Magazines.....Betty Fisk
Rachel Martens

Radio.....Gene Seehafer

Television.....Joseph Sperry

3:30 Intermission

3:45 Discussion continued

Moderator: Jessie E. Heathman

Friday, May 1

Morning Session
Town Room, 14th Floor
Knickerbocker Hotel

9:00 - 12:30	Presiding:	Gena Thames
	Recorders:	Pauline Bunting Inez Lovelace
9:00	Paint as a Decorative Finish for Walls.....Theodore Kisten	
10:00	Finishes for Floors.....Edward Moxness	
11:00	Intermission	
11:15	Paper as a Decorative Finish for Walls.....Mildred Nelson	
12:45	Leave Hotel for Sears, Roebuck & Co., Homan Avenue	
1:15	Luncheon - (Courtesy of Sears, Roebuck & Co.)	

Afternoon Session
Sears, Roebuck Auditorium

2:00 - 4:30	Presiding:	Lila Dickerson
	Recorders:	Rosa Starkey Mrs. Myrtle Carter
2:00	Comparative Shopping.....Berneice Dollnig	

9:00 - 11:30

Mrs. Bernice Claytor

Grace Kampen
Ruby Craven

4-H Home Improvement Club Work.....Alice McKinney

Demonstrations.....Alice Peavy

How To Teach Design.....Ruth A. Jamison

Intermission

Visual and Teaching Aids.....Pauline E. Gordon

Discussion

Luncheon

Presiding:

Mary Rokahr

Louise Woodruff
Mrs. Myra Button

How To Better Integrate Home

Furnishings Into Extension

Programs.....Mrs. Rhea H. Gardner

A Parent and Family Life Education

Specialist Takes a Look Ahead.....Viola Hunt

Summary and Next Steps.....Doris L. Conklin

Vivian L. Curnutt

Dorcas J. Schoppe

Kathryn McNey

Participants

Home Furnishings Conference

- Herbert Adams, International Furniture Co., S. Karpen Division, Chicago, Ill.
 M. Barbarita Andrews, Simmons Co., Merchandise Mart, Chicago, Ill.
 R. K. Austin, Congoleum-Nairn, Inc., Kearny, N. J.
 Warren Avery, Simmons Co., Merchandise Mart, Chicago, Ill.
 Ann F. Beggs, Extension Economist, Home Management, University of New Hampshire, Durham, N. H.
 Martha Jo Bentley, Extension Economist, Home Furnishing, Purdue University, Lafayette, Ind.
 Anne P. Biebricher, Home Management Specialist, Ohio State University, Columbus 10, Ohio
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 Mrs. Myra Button, Field Agent, Home Economics, University of Kentucky, Lexington 29, Ky.
 Matilda Callaway, Acting Head, Department of Management and Economics, University of Georgia, Athens, Ga.
 Anne Campbell, National Retail Furniture Association, Furniture Mart, Chicago, Ill.
 Mrs. Bonnie J. Carter, Home Improvement Agent, State College for Women, Tallahassee, Fla.
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- Betty Fisk, Better Homes and Gardens, Des Moines, Iowa
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- George Lewis, Furniture Mart, Chicago, Ill.

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- L. S. Oyster, E. I. du Pont de Nemours Co., Chicago, Ill.
- Ruth Pearce, Extension Economist, Clothing and Home Furnishing, University of Delaware, Newark, Del.
- Alice Peavy, Extension Economist, Home Furnishing, Alabama Polytechnic Institute, Auburn, Ala.
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